



Jennifer M. Granholm, Governor
Robert W. Swanson, Director

News Release

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Petoskey Receives Cool Cities 'Blueprints for Michigan's Downtowns' Designation

October 12, 2006 – Robert W. Swanson, director of the Michigan Department of Labor & Economic Growth (DLEG), recently announced that Petoskey has been awarded a Cool Cities designation.

"The economic future of Petoskey is a lot brighter because its community leaders are committed to giving new life to their downtown area," he said. "A comprehensive economic strategy will be developed to help entrepreneurs willing to invest in this community."

The Cool Cities Program is part of Governor Jennifer M. Granholm's economic plan to help revitalize Michigan's cities by retaining and attracting the jobs and people critical to the emerging economies of the 21st century. The program is funded by redirecting existing resources in state government.

Petoskey has received one of the Cool Cities Programs "Blueprints for Michigan's Downtowns" designations, which means Petoskey will be assisted in developing an action strategy that will result, over a five-year period, in economic enhancements to the downtown area.

Michigan State Housing Development Authority (MSHDA) will be contracting a consulting firm to create a downtown action strategy for Petoskey as well as for four other municipalities selected for the Blueprints for Michigan's Downtowns program.

"Based on a market-driven approach, this consulting firm and MSHDA staff will be teaming up to provide a very public process and action-oriented strategy to revitalize Petoskey's downtown," Swanson said. "A market study will be part of the package of services."



The other four communities are Charlevoix, Muskegon Heights, Oscoda and Tecumseh.